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UNITED STATES DEPARTMENT OF AGRICULTURE
EXTENSION SERVICE
WASHINGTON 25 D.C.

A SUGGESTED OUTLINE OF RESEARCH PROBLEMS FOR CLASSES OF CLOTHING AND TEXTILES
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I. **Advertising copy evaluation**

Is it informative?
Is it presented in an attractive manner? Which is more important?

II. **Sizing of garments**

Determine whether most consumers actually want uniform sizing.
Make a study of the various sizes of the different garments in
student wardrobe;
How many different size tickets do you have for one specific
garment?

III. **Dye problems**

How many washings and wearings do various garments undergo before
they are discarded?
Are garments discarded because of dye failure or for other reasons?
What do such terms as vat dye, pigment dye, acid dyes, direct dyes,
and so on mean to the consumer?
How serious is the fume fading problem in your locality?
What are the relative deteriorating effects of the different washing
methods on dyed fabrics?
Do consumers realize that thorough cleaning and deterioration
usually go hand in hand?

IV. **How important are special finishes to the consumer?**

Is she willing to pay for them?
Does the consumer realize there are two distinctly different types
of shrinkage in wool fabrics?

V. **Determine and list properties of natural and synthetic fibers, newer
and older fibers.**

Try to predict uses based on the properties.
Learn why certain fibers are advantageous for specific end uses.

VI. **Determine how much students, and other consumers know about the
labeling resulting from the wool labeling act.**

What do virgin wool, 100 percent wool, reused wool, and reprocessed
wool mean?
Do consumers know about the various grades of wool not covered
in the labeling classifications?
Do consumers think the labeling classifications predict serviceability?
What is the Federal Trade Commission's role in clothing and textile
identification?

VII. <u>What do the various "descriptive" terms mean to consumers?</u>

Waterproof, shower-resistant, weatherproof, London shrunk, color-fast, fast, etc.

VIII. <u>How many trade names are known to the student?</u>

Does she know which are actually trade names and which are generic terms?